

j1064 U.S. PTO  
12/14/01

12-18-01  
EXPRESS MAIL NO. EL 894 958 400 US  
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PTO/SB/05 (03-01)  
Approved for use through 10/31/2002. OMB 0651-0032  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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## UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. 1.53(b))

Attorney Docket No. 36968/265389

First Inventor William R. Matz, et al.

Title SYSTEM AND METHOD FOR DEVELOPING TAILORED CONTENT

Express Mail Label No. EL 894 958 400 US

### APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1.  Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original and a duplicate for fee processing)

2.  Applicant claims small entity status.

See 37 CFR 1.27.

3.  Specification [Total Pages 31]

- Descriptive title of the Invention
- Cross Reference to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to sequence listing, a table, or a computer program listing appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

4.  Drawing(s) (35 U.S.C.113) [Total Sheets 6]

5. Oath or Declaration [Total Pages 3]

- a.  Newly executed (original or copy)

- b.  Copy from a prior application (37 CFR 1.63 (d))  
(for a continuation/divisional with Box 18 completed)

i.  **DELETION OF INVENTOR(S)**

Signed statement attached deleting inventor(s)  
named in the prior application, see 37 CFR  
1.63(d)(2) and 1.33(b).

6.  Application Data Sheet. See 37 CFR 1.76

ADDRESS TO: Assistant Commissioner for Patents

Box Patent Application  
Washington, DC 20231

7.  CD-ROM or CD-R in duplicate, large table or  
Computer Program (Appendix)

8. Nucleotide and/or Amino Acid Sequence Submission  
(if applicable, all necessary)

- a.  Computer Readable Form (CRF)

- b. Specification Sequence Listing on:

- i.  CD-ROM or CD-R (2 copies); or
- ii.  paper

- c.  Statements verifying identity of above copies

### ACCOMPANYING APPLICATIONS PARTS

9.  Assignment Papers (cover sheet & document(s))

10.  37 C.F.R. §3.73(b) Statement  Power of  
(when there is an assignee) Attorney

Copies of IDS  
Citations

11.  English Translation Document (if applicable)

12.  Information Disclosure  
Statement (IDS)/PTO-1449

13.  Preliminary Amendment

14.  Return Receipt Postcard (MPEP 503)  
(Should be specifically itemized)

15.  Certified Copy of Priority Document(s)  
(if foreign priority is claimed)

16.  Nonpublication Request under 35 U.S.C. 122  
(b)(2)(B)(i). Applicant must attach form PTO/SB/35  
or its equivalent.

17.  Other: Recordation Form Cover Sheet

18. If a CONTINUATING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment,  
or in an Application Data Sheet under 37 CFR 1.76:

Continuation  Divisional  Continuation-in-part (CIP)

of prior application No: / /

Prior application information: Examiner \_\_\_\_\_

Group / Art Unit: \_\_\_\_\_

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is  
considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be  
relied upon when a portion has been inadvertently omitted from the submitted application parts.

### 17. CORRESPONDENCE ADDRESS

Customer Number or Bar Code Label



(Insert Customer No. or Attach bar code label here)

Correspondence address below

Name	John S. Pratt (Reg. No. 29,476) PATENT TRADEMARK OFFICE				
Address	Kilpatrick Stockton LLP 1100 Peachtree Street; Suite 2800				
City	Atlanta	State	GA	Zip Code	30309
Country	USA	Telephone	404.815.6500	Fax	404.815.6555

Name (Print/Type)	John C. Alemanni	Registration No. (Attorney/Agent)	47,384
Signature			
Date	12-14-01		

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J-1064 U.S.  
PTO

# FEE TRANSMITTAL for FY 2001

Patent fees are subject to annual revision.

TOTAL AMOUNT OF PAYMENT (\$ 740.00)

Complete If Known	
Application Number	Unassigned
Filing Date	Herewith
First Named Inventor	William R. Matz, et al.
Examiner Name	Unassigned
Group / Art Unit	Unassigned
Attorney Docket No.	36968 - 265387

METHOD OF PAYMENT (check one)	
1. <input checked="" type="checkbox"/>	The Commissioner is hereby authorized to charge indicated fees and credit any over payments to:
Deposit Account Number	16-1435
Deposit Account Name	Kilpatrick Stockton LLP
<input checked="" type="checkbox"/> Charge Any Additional Fee Required Under 37 CFR 1.16 and 1.17 <input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27	
2. <input checked="" type="checkbox"/> Payment Enclosed:	
<input checked="" type="checkbox"/> Check <input type="checkbox"/> Credit card <input type="checkbox"/> Money Order <input type="checkbox"/> Other	

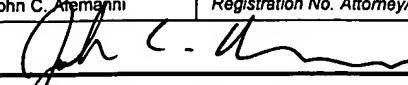
FEE CALCULATION				
1. BASIC FILING FEE				
Large Entity Fee Code (\$)	Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
101	740	201	370	Utility filing fee 740
106	320	206	160	Design filing fee
107	490	207	245	Plant filing fee
108	710	208	355	Reissue filing fee
114	150	214	75	Provisional filing fee
SUBTOTAL (1)				(\$ 740)

2. EXTRA CLAIM FEES				
Total Claims	20	-20	= 0	X 18 = 0
Independent Claims	3	-3	= 0	X 84 = 0
Multiple Dependent			X	
Extra Claims				
Fee from below				
Fee Paid				

Large Entity Fee Code (\$)	Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	
103	18	203	9	Claims in excess of 20
102	84	202	42	Independent claims in excess of 3
104	280	204	140	Multiple dependent claim, if not paid
109	80	209	40	** Reissue independent claims over original patent
110	18	210	9	** Reissue claims in excess of 20 and over original patent
SUBTOTAL (2)				(\$ 0)

\*\*or number previously paid, if greater; For Reissues, see above

## FEE CALCULATION (continued)

SUBMITTED BY						Complete (if applicable)	
Name (Print/Type)	John C. Atemanni	Registration No. Attorney/Agent)	47,384	Telephone	336.607.7311		
Signature				Date	12-14-01		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

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## EXPRESS MAIL CERTIFICATE

"Express Mail" mailing label number : EL 894 958 400 US  
Date of Deposit : December 14, 2001  
Type of Documents : Utility Patent Application Transmittal;  
Fee Transmittal;  
Request and Certification Under  
35 U.S.C. 122(b)(2)(B)(i);  
Specification (31 pages);  
Drawings (6 sheets);  
Declaration;  
Assignment;  
Recordation Form Cover Sheet;  
Check in the amount of \$740.00  
(filing fee);  
Check in the amount of \$40.00  
(assignment recordal fee); and  
Return postcard  
Application No. : Unassigned  
Filing Date : Herewith

I hereby certify that the documents identified above are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231.



(signature)

Heather Norman

A handwritten signature in black ink, appearing to read "Heather Norman". To the right of the signature, the word "(signature)" is printed in parentheses.

PTO/SB/35 (11-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office; U. S. DEPARTMENT OF COMMERCE

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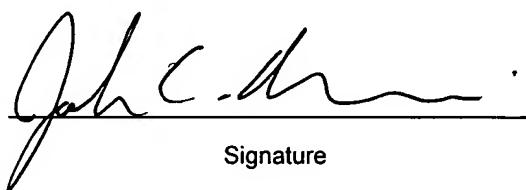
**REQUEST AND CERTIFICATION  
UNDER  
35 U.S.C. 122(b)(2)(B)(i)**

First Named Inventor	William R. Matz, et al.
Title	SYSTEM AND METHOD FOR DEVELOPING TAILORED CONTENT
Atty Docket Number	36968-265389

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen months after filing. I hereby request that the attached application not be published under 35 U.S.C. 122(b).

12/14/01

Date



Signature

John C. Alemanni, Esq.  
(Reg. No. 47,384)

Typed or printed name

This request must be signed in compliance with 37 CFR 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**

Burden Hour Statement: This collection of information is required by 37 CFR 1.213(a). The information is used by the public to request that an application not be published under 35 U.S.C. 122(b) (and the PTO to process that request). Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This form is estimated to take 6 minutes to complete. This time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.